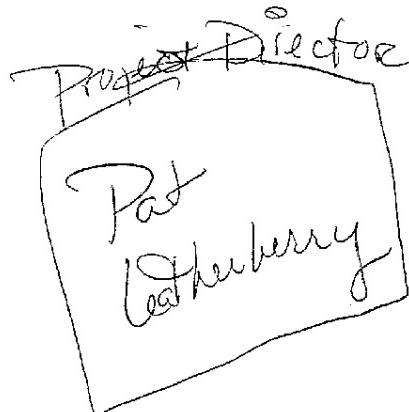


SPECIAL MENTHOL IN-DEPTHES

11/10/82



60 interviews among menthol smokers

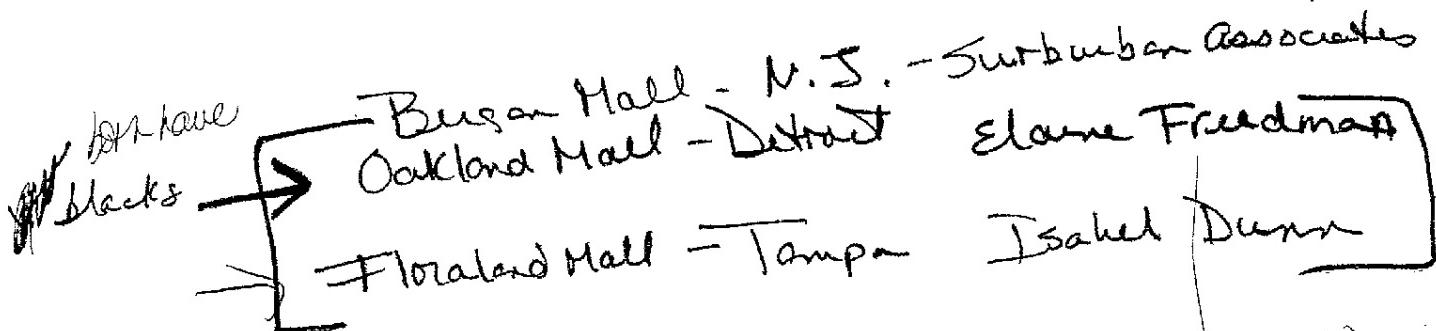
53%	32	Male	47%	28	Females
21	18-34		18	18	18-34
11	35-54		10	35-54	

40 White  
20 Black

32 Kings smokers  
28 100's/120's smokers

3 Markets	# of Interviews Per Market	30
- Detroit (Pam)	15	
- Tampa (Karen)	15	

$\frac{1}{2}$  Low Tar  $\rightarrow$  ①+ no mentholous.  
 $\frac{1}{2}$  Full Flavor



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7:40      Tampa to D.C.  
Per Am.  
\$65 - \$10.44/le.